

REP HEADLINE# 6260412
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

Kaine

REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 703 528 7880

HARRIS REPORT FROM REP SEP25/12 17.18
CHANGES *** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/D/SEN/VA
AGY # _____ AGY. NAME MEDIA STRATEGIES & RESEARCH
11350 RANDOM HILLS ROAD, SUITE 670
FAIRFAX, VA 22030

REP.# _____ OFF.# _____ SALESMAN # _____
BUYER NAME RACHAEL BEALE
SALES PRSN WA- DAVE CLARK

ORDER # _____ CONTRACT # 6260412
PRDCT KAINE FOR SENATE EST#**** CLASS: NATL. LOCAL REGIONAL
FLIGHT DATES OCT1/12 OCT7/12 WK-1 COMMENTS: (LINE, ORDER, INVOICE)

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP25/12 17.18

REP: TO MALLORY
FM DC

REVISED ORDER
CASH LINE 1 BOOK LINE 1
RUSD TTE \$1700 2X
PLS CNFRM, THX 9/25

Rev

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
KAINE FOR 2012 SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

P23/1

AGENCY EST# - 11519

1	S		730P-800P	30		\$700.00	10/2	10/4	0		TU,TH	0
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PROGRAM : 2.5 MEN
CON COM1: 1X PER DAY

2	A		730P-800P	30		\$850.00	10/2	10/4	2		TU,TH	2
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PROGRAM : 2.5 MEN
CON COM1: 1X PER DAY

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\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP25/12 17.18
CHANGES ** WDCW-TV ***

:LINE#	:REP	:CD	:TIME PERIOD	:LGTH	:SEC	:RATE	:START	:END	:SPTS	:WEEK	:DAYS	:TOTL
:	:LINE#	:	:	:	:	:	:DATE	:DATE	: /WK	: INVT	:	:SPTS
OCT/12						\$1,700.00						
											CONTRACT TOTAL	\$1,700.00
											TOTAL SPOTS	2

MARKET TOTALS \$140,000 WDCW 1% WJLA 19% WUSA 23% WRC 35% WTTG 21% WPXW 0% WDCA 1%
CABL 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6260412
*** ORIGINAL REV#0 ***

REP: TEL# 703 528 7800 FAX# 703 528 7880
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG1/12 15.41
*** WDCW-TV ***

ADV # _____ ADV. NAME POLI/T KAINE/D/SEN/VA
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BUYER NAME RACHAEL BEALE
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ORDER # _____ CONTRACT # 6260412 CLASS: NATL. LOCAL REGIONAL
PRDCT KAINE FOR SENATE EST#**** COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT1/12 OCT7/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG1/12 15.41

REP: TO: NSA WDCW
FROM: GREG FOR DAVE
NEW ORDER
TTL...\$1400..2X
THX PLS CFM, 8/1/12

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

KAINE FOR 2012 SENATE

CF 8/2/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =

AGENCY EST# = 11519

1			730P-800P	30		\$700.00	10/2	10/4	2		TU,TH	2
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PROGRAM : 2.5 MEN
CON COM1: 1X PER DAY

OCT/12 \$1,400.00

CONTRACT TOTAL \$1,400.00
TOTAL SPOTS 2



Station Order
Kaine for Senate 2012

Market: Washington, DC

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

11519

Contact: Grant Naim

Email: gnaim@tribune.com

Phone: 202-965-5050

Fax: 202-965-1841

Direct:

WDCW-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Two & Half Men	PA	M-F	\$700.00		1		1				2
7:30 PM 8:00 PM		30	\$1,400.00								
Station Gross Totals			\$1,400.00		1		1				2

Rachael Beale

Media Strategies and Research

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achael@mediastrategies.com

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